Frugality trend shows up in '79 mdels

Fewer buyers pick power options

By Joseph Bohn
Marketing Editor

Power accessories appear to be on the decline as a result of the trend toward smaller models and greater frugality by car buyers.

Generally, rear window defogger-defrosters and speed regulating devices showed a gain on '79 models. Power side windows were up slightly, though this option has pretty much plateaued.

Power brakes, steering and seats were all on the wane.

Overall, 89.46 percent of domestic cars came with power steering in the '79 model year, equal to 8,360,703 units. This was down from 92.62 percent, or 8,469,894 in '78.

General Motors installed power steering on 4,740,059 cars, equal to 91.96 percent of its output. This was down from 93.02 percent, or 4,866,704 units, in '78.

Ford Motor installed power steering in 2,524,044 cars, equal to 91.68 percent of production. This compared with 92.71 percent, or 2,299,511 units, in '78.

Chrysler installed the accessory in 945,102 cars, or 83.20 percent of its production. The count was down 1,178,383, or 91.05 percent, in '78.

American Motors installed the accessory in 151,493 cars, or 89.41 percent of production. This was down from 125,216, or 90.83 percent, in '78.

Volkswagen of America didn't offer power steering on domestically built '79 Rabbits.

For the industry as a whole, power brakes went on 7,989,472 domestically produced units, equal to 85.49 percent of production. This was down from 8,087,583, or 88.44 percent, in '78.

• General Motors installed 4,644,078 power brake assists in its cars, equal to 90.10 percent. Installations totaled 4,684,957, or 89.55 percent, in '78.

Ford installed the brake assists in 2,290,263 cars, equal to 83.19 percent of output. This compared with 2,249,128, or 90.68 percent, in '78.

Chrysler installed the accessory in 844,869, or 74.37 percent, of its cars. This was down from 1,069,211, or 82.61 percent, in '78.

American Motors installed the accessory in 84,533, or 49.89 percent, of its cars. This was a decline from 61.14 percent, or 84,287 units, in '78.

Volkswagen put power brakes in 125,729 domestically produced Rabbits, equal to 94.60 percent of production.

Rear window defoggers/defrosters climbed sharply in '79.

They ended up on 4,448,179 domestic models, equal to 47.60 percent of output. This was up from 3,447,057, or 37.70 percent, in '78.

GM installed 2,345,924 of the options, equal to 45.51 percent of domestic car production. This

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POWER EQUIPMENT OPTIONS ON 1979 U. S. MODELS

	Power Brakes	Percent of Output	Power Seats	Percent of Output	Power Steering	Percent of Output	Power Side Windows	Percent of Output	Speed Regulating Device	Percent of Output	Rear Window Defogger/ Defroster	Percent of Output
AMERICAN MOTORS	84,533	49.89	N.A.	——	151,493	89.41	2,656	1.57	21,571	12.73	76,968	45.43
Concord	59,655	58.00	N.A.	——	99,767	97.00	N.A.	——	16,456	16.00	48,340	47.00
Pacer	7,967	78.00	N.A.	——	10,011	98.00	2,656	26.00	2,860	28.00	5,516	54.00
Spirit	16,911	30.00	N.A.	——	41,715	74.00	N.A.	——	2,255	4.00	23,112	41.00
CHRYSLER CORP.	844,869	74.37	142,325	12.53	945,102	83.20	179,922	15.84	400,921	35.29	689,418	60.69
Chrysler-Plymouth Total	536,367	76.92	113,089	16.22	591,095	84.76	138,868	19.91	217,045	31.12	419,777	60.20
Horizon	27,995	17.20	N.A.	——	67,709	41.60	N.A.	——	N.A.	——	162,763	100.00
Voyager	7,657	100.00	N.A.	——	7,573	98.90	N.A.	——	4,296	56.10	N.A.	——
Volare	183,475	87.50	2,097	1.00	198,573	94.70	3,355	1.60	20,549	9.80	83,035	39.60
Cordoba	88,015	100.00	32,390	36.80	88,015	100.00	43,391	49.30	58,970	67.00	44,272	50.30
Chrysler	100,726	100.00	51,874	51.50	100,726	100.00	55,500	55.10	72,321	71.80	63,659	63.20
LeBaron	128,499	100.00	26,728	20.80	128,499	100.00	36,622	28.50	60,909	47.40	66,048	51.40
Dodge Total	308,502	70.33	29,236	6.67	354,007	80.71	41,054	9.36	183,876	41.92	269,641	61.47
Omni	27,729	19.60	N.A.	——	62,957	44.50	N.A.	——	N.A.	——	141,477	100.00
St. Regis	34,972	100.00	9,058	25.90	34,972	100.00	12,030	34.40	19,200	54.90	21,753	62.20
Diplomat	62,781	100.00	11,049	17.60	62,781	100.00	13,058	20.80	24,736	39.40	31,139	49.60
Sportsman	25,451	100.00	N.A.	——	24,815	97.50	N.A.	——	105,367	41.40	N.A.	——
Aspen	127,215	88.60	1,723	1.20	138,128	96.20	3,733	2.60	16,512	11.50	59,731	41.60
Magnum	30,354	100.00	7,406	24.40	30,354	100.00	12,233	40.30	18,061	59.50	15,541	51.20
FORD MOTOR	2,290,263	83.19	499,574	18.15	2,524,044	91.68	645,454	23.45	964,956	35.05	1,207,051	43.85
Ford Division	1,529,311	80.97	174,601	9.24	1,706,083	90.33	255,722	13.54	507,249	26.86	737,386	39.04
Pinto	47,565	23.90	N.A.	——	94,136	47.30	N.A.	——	N.A.	——	162,399	81.60
Mustang/Mustang II	276,712	74.80	N.A.	——	321,474	86.90	N.A.	——	39,583	10.70	123,588	33.40
Fairmont	304,433	77.00	9,093	2.30	369,273	93.40	15,419	3.90	46,258	11.70	117,424	29.70
Club Wagon	52,877	100.00	N.A.	——	52,137	98.60	N.A.	——	22,684	42.90	N.A.	——
Granada	158,484	86.90	6,201	3.40	179,823	98.60	13,313	7.30	37,022	20.30	68,391	37.50
LTD II	48,564	100.00	3,253	6.70	48,564	100.00	5,342	11.00	15,686	32.30	16,366	33.70
Thunderbird	284,141	100.00	84,390	29.70	284,141	100.00	123,601	43.50	158,835	55.90	111,952	39.40
Ford	356,535	100.00	71,664	20.10	356,535	100.00	98,047	27.50	187,181	52.50	137,266	38.50
Lincoln-Mercury Division	760,952	88.06	324,973	37.61	817,961	94.65	389,732	45.10	457,707	52.97	469,665	54.35
Bobcat	14,728	29.30	N.A.	——	30,662	61.00	N.A.	——	N.A.	——	44,335	88.20
Capri	79,634	72.30	N.A.	——	91,903	82.90	N.A.	——	13,548	12.30	50,226	45.60
Zephyr	97,167	77.50	3,260	2.60	117,854	94.00	8,400	6.70	23,571	18.80	48,646	38.80
Monarch	66,925	88.20	N.A.	——	75,044	98.90	8,802	11.60	21,550	28.40	31,111	41.00
Cougar/XR7	172,152	100.00	50,071	29.10	172,152	100.00	81,045	47.10	103,084	59.90	75,860	44.10
Mercury	140,800	100.00	83,072	59.00	140,800	100.00	101,939	72.40	110,950	78.80	73,920	52.50
Lincoln	92,600	100.00	91,624	99.00	92,600	100.00	92,600	100.00	89,729	96.90	72,598	78.40
Versailles	21,007	100.00	21,007	100.00	21,007	100.00	21,007	100.00	21,007	100.00	16,091	76.60
Mark V	75,939	100.00	75,939	100.00	75,939	100.00	75,939	100.00	74,268	97.80	56,878	74.90
GENERAL MOTORS	4,644,078	90.10	1,134,101	22.00	4,740,059	91.96	1,808,018	35.08	2,224,672	43.16	2,345,924	45.51
Buick Division	720,929	99.13	220,486	30.32	726,304	99.87	338,360	46.52	379,507	52.18	377,862	51.96
Skyhawk	19,638	84.90	N.A.	——	22,498	97.20	N.A.	——	N.A.	——	12,765	55.20
'79 Skylark	27,794	95.80	N.A.	——	28,930	99.70	1,850	6.40	2,446	8.40	8,427	29.00
Century	55,580	99.50	4,741	8.50	55,737	99.80	8,060	14.40	17,913	32.10	30,426	54.50
Regal	272,009	99.50	45,896	16.80	273,236	99.95	82,792	30.30	94,722	34.70	121,161	44.30
Buick	293,727	100.00	117,668	40.10	293,727	100.00	193,477	65.90	216,817	73.80	165,736	56.40
Riviera	52,181	100.00	52,181	100.00	52,181	100.00	52,181	100.00	47,609	91.20	39,347	75.40
Cadillac Division	381,113	100.00	381,113	100.00	381,113	100.00	381,113	100.00	350,436	91.95	283,263	74.33
Seville	53,487	100.00	53,487	100.00	53,487	100.00	53,487	100.00	49,965	93.41	43,125	80.62
Cadillac	260,190	100.00	260,190	100.00	260,190	100.00	260,190	100.00	236,773	91.00	182,728	70.22
Eldorado	67,436	100.00	67,436	100.00	67,436	100.00	67,436	100.00	63,693	94.45	57,410	85.13
Chevrolet Division	1,823,518	80.37	126,686	5.58	1,880,685	82.89	415,451	18.31	618,286	27.25	860,092	37.91
Chevette	21,134	6.20	N.A.	——	N.A.	——	N.A.	——	N.A.	——	111,126	32.60
Monza	66,237	40.40	N.A.	——	130,998	79.90	N.A.	——	N.A.	——	50,334	30.70
Camaro	277,382	98.20	N.A.	——	282,582	100.00	81,481	28.80	75,013	26.50	127,171	45.00
'80 Citation	170,714	91.20	879	0.50	177,576	94.80	10,660	5.70	24,128	12.90	81,773	43.70
Sportvan	27,186	100.00	N.A.	——	26,207	96.40	2,637	9.70	13,484	49.60	N.A.	——
Malibu/Chevelle	372,499	98.60	11,711	3.10	375,521	99.40	25,689	6.80	74,046	19.60	129,959	34.40
Monte Carlo	281,317	99.70	20,598	7.30	280,752	99.50	74,491	26.40	113,994	40.40	90,282	32.00
Chevrolet	553,242	100.00	93,498	16.90	553,242	100.00	170,399	30.80	280,494	50.70	224,616	40.60
Corvette	53,807	100.00	N.A.	——	53,807	100.00	50,094	93.10	37,127	69.00	44,821	83.30
Oldsmobile Division	1,005,860	99.40	301,519	29.80	1,008,846	99.70	437,007	43.19	583,617	57.68	509,889	50.39
Starfire	14,609	72.00	N.A.	——	17,807	87.70	N.A.	——	N.A.	——	8,496	41.90
'79 Omega	14,456	97.60	N.A.	——	14,752	99.60	844	5.70	1,052	7.10	5,199	35.10
Cutlass	507,501	100.00	55,318	10.90	506,993	99.90	130,428	25.70	209,598	41.30	206,553	40.70
Oldsmobile	419,238	100.00	196,145	46.80	419,238	100.00	255,679	61.00	325,921	77.70	247,805	59.10
Toronado	50,056	100.00	50,056	100.00	50,056	100.00	50,056	100.00	47,046	94.00	[illegible]	83.60
Pontiac Division	712,658	93.14	104,297	13.63	743,106	97.11	236,087	30.85	292,826	38.27	314,010	41.14
Sunbird	49,500	50.62	N.A.	——	80,989	82.83	N.A.	——	20,724	21.19	32,494	33.23
'79 Phoenix	23,333	93.71	N.A.	——	24,771	99.48	1,171	4.70	2,922	11.73	9,503	38.16
Firebird	209,802	99.22	N.A.	——	211,454	100.00	101,600	48.05	71,813	33.96	105,135	49.72
LeMans	112,016	99.39	7,292	6.47	107,676	95.54	13,919	12.35	30,430	27.09	43,436	38.54
Grand Prix	138,817	99.75	30,561	21.96	139,026	99.90	63,974	45.97	58,115	41.76	50,280	36.13
Pontiac	179,190	100.00	66,444	37.08	179,190	100.00	55,423	30.93	108,822	60.73	73,970	41.28
VOLKSWAGEN	125,729	94.60	N.A.	——	N.A.	——	N.A.	——	N.A.	——	128,818	96.90
Total Cars, U.S.	7,989,472	85.49	1,776,000	19.00	8,360,703	89.46	2,636,050	28.21	3,612,300	38.65	4,448,179	47.60

NOTE: Installation numbers are based on U. S. production only, with the exception of Chrysler's Cordoba and Magnum which were only sourced in Canada. The '79 production total was 9,345,506 cars. This includes 5,154,302 for General Motors, 2,752,978 for Ford Motor, 1,135,965 for Chrysler Corp., 169,439 for American Motors and 132,822 for Volkswagen.

The Chrysler total includes 88,015 Cordobas and 30,354 Magnums built in Canada. It excludes 9,949 Caravelles, sourced in the U. S., but sold only in Canada.

The GM total includes 727,275 Buick Division models, 381,113 Cadillac Division models, 2,268,827 Chevrolet Division models, 1,011,905 Oldsmobile Division models, 765,182 Pontiac Division models.

Production base for Pontiac includes 24,900 '79-model-only Pontiac Phoenix. Base for Buick includes 29,026 '79-model-only Buick Skylarks. Oldsmobile includes 14,811 '79-model-only Omegas. Chevrolet includes 187,229 Citations built in the '79 model year, but registered as '80 models. Chevrolet discounted Nova in reporting installation rates.

Frugality trend shows up in '79 mdels

Fewer buyers pick power options

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was a gain from 1,897,739, or 36.27 percent, in '78.

Ford Motor installed 1,207,051 of the units, equal to 43.85 percent of output. This was up from 965,736, or 38.94 percent, in '78.

Chrysler installed 689,418 units, equal to 60.69 percent of production. That was an increase from 539,554, or 41.69 percent, in '78.

AMC installed 76,968 units, equal to 45.43 percent, of production. This was up from 44,028, or 31.94 percent, in '78.

Volkswagen installed 128,818 units in 96.40 percent of its domestically built Rabbits.

• Speed regulating devices continued to enjoy growing popularity.

The industry installed 3,612,300 speed controls in '79, equal to 38.65 percent of production. This was up from 3,291,896, or 36.00 percent of production, in '78.

GM installed 2,224,672 units, equal to 43.16 percent, of production. This was up from 2,031,543, or 38.83 percent, in '78.

Ford Motor installed 964,956 units, equal to 35.05 percent, of production. This compared with 842,705, or 33.96 percent of production.

Chrysler installed 400,921 units in 35.29 percent of its cars. The total was 394,195, or 30.46 percent, of production in '78.

American Motors installed the option in 21,571 cars, equal to 12.73 percent of output. This was down from 23,453, or 17.01 percent in '78.

Volkswagen didn't offer the option on Rabbits.

Power side windows were also up slightly.

They ended up in 2,636,050 cars, equal to 28.21 percent of industry production. This was up from 2,555,572 cars, or 27.90 percent, in '78.

General Motors equipped 1,808,018 cars with power windows, equal to 35.08 percent of production. This was up from 1,676,135 units, or 32.04 percent, in '78.

Ford Motor installed the accessory in 645,454 cars, equal to 23.45 percent of production. This was down from 26.10 percent, or 647,398 units in '78.

Chrysler installed the accessory in 179,922 cars, equal to 15.84 percent of production. This compared with 230,689, or 17.82 percent, in '78.

AMC installed the accessory in 2,656 cars, equal to 1.57 percent of production. This was down from 9.79 percent equal to 1,350 units in '78.

Volkswagen didn't offer power windows on domestic Rabbits.

Power seats continued to decline in popularity.

Some 1,776,000 industry cars were equipped with power seats, equal to 19.00 percent of production. This was down from 1,820,535, or 19.91 percent, in '78.

GM installed the option in 1,134,101 units, or 22.00 percent of its production.

This compared with 1,112,235, or 21.26 percent, in '78.

Ford installed the accessory in 499,574 units, equal to 18.15 percent of production. Installations totaled 521,919, or 21.04 percent, in '78.

Chrysler installed the accessory in 142,325 cars, equal to 12.53 percent of production. This was down from 186,381, or 14.40 percent.

American Motors and Volkswagen didn't offer the accessory on domestically built models in '79.

factories list auction dates

American Motors

Jan. 16—Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.; Southern Auto Sales, S. Main St., Warehouse Point, Conn.; Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.

AMC sales are open to all dealers.

Chrysler Corp.

Jan. 14—Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Jan. 15—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Jan. 16—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.

Jan. 17—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Jan. 18 — Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Chrysler sales are restricted to Chrysler Corp. dealers.

Ford Motor Co.

Jan. 15—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

Jan. 16 — Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

Jan. 17—Big H Auto Auction, 701 N. Shepherd Dr., Houston; Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.

Used car sales
Auction averages

January to date	$3,199
Month ago	$3,153
Year ago	$3,126

Model breakdown
Auction averages

	January to Date	Dec.	Nov.
1980	$5,521		
1979	5,232	$5,608	$5,566
1978	3,750	3,741	4,028
1977	2,953	3,043	3,179
1976	2,289	2,297	2,433
1975	1,826	1,828	1,870
1974	1,509	1,409	1,450
1973	1,036	1,120	1,106
Overall Average	$3,199	$3,262	$3,293

used-car auction directory

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Total trails 1978 by 10.66 pct.; long slide began in March

Domestic car sales dip to 8.3 million for 1979

Continued from Page 2

year ago Lincoln-Mercury Division set a sales record. Mercury sales slipped 11.99 percent in 1979.

Plymouth had a sales drop of 19.50 percent, followed by Ford's 17.82-percent drop, Dodge's 16.96-percent drop and Chrysler's 16.75-percent drop.

Lincoln's fellow big-car specialist, Cadillac, suffered the greatest decline of the five GM makes. Cadillac sales were off 10.48 percent, to 314,034 from a record 350,813.

Buick failed to reach its '78 record; its sales of 714,508 were down 8.56 percent from 781,364. Oldsmobile missed its '78 record by 5.65 percent and Pontiac was 12.93 percent short of its '78 high. Chevrolet was down 8.38 percent.

The 10 best-selling nameplates for 1979 were: Standard Chevrolet (449,001), Oldsmobile Cutlass Supreme (404,068), Chevrolet Chevette (375,724) Chevrolet Malibu (344,233), Ford Fairmont (338,819), Chevrolet Citation (308,437), Ford Mustang (304,053), Chevrolet Monte Carlo (265,877), Buick Regal (249,379) and standard Ford (245,565).

A year ago the top ten were: Standard Chevrolet, Oldsmobile Cutlass Supreme, Ford Fairmont, Chevrolet Malibu, Chevrolet Monte Carlo, standard Ford, Ford Thunderbird, Oldsmobile 88, Chevrolet Camaro and standard Cadillac.

Fourth-quarter sales slipped 18.49 percent, to 1,874,088 from 2,299,103 a year earlier. All nine periods in the quarter had sales declines, ranging from 6.55 percent Dec. 21-31 to 27.52 percent Oct. 1-10.

Only 11 of the 30 sales periods in 1979 had sales increases, with eight of them during the first quarter.

December sales declined 14.21 percent to 554,060 from 645,796 in 1978. Sales during the final 10 days of the month totaled 193,741, down 6.55 percent from 207,323 in 1978.

Where auto market was in December

	Total Sales	Pct. of Total
SUBCOMPACT	90,683	12.50
COMPACT	151,684	20.91
INTERMEDIATE	157,323	21.69
STANDARD	108,353	14.94
LUXURY	46,017	6.35
IMPORT	171,257	23.61
TOTAL	725,317	100.00

1979 vs. 1978

Sales by nameplate

U. S. NEW CARS

	1979 Total	1978 Total
1—Chevrolet	449,001	621,140
2—Cutlass Sup.	404,068	406,993
3—Chevette	375,724	247,088
4—Malibu	344,233	374,124
5—Fairmont	338,819	405,780
6—Citation/Nova	308,437	248,214
7—Mustang	304,053	199,760
8—Monte Carlo	265,877	355,058
9—Regal	249,379	248,543
10—Ford	245,565	332,930
11—Oldsmobile	223,699	273,384
12—Thunderbird	215,698	304,430
13—Cadillac	206,164	248,825
14—Camaro	204,742	260,201
15—Pinto	187,708	187,880
16—Grand Prix	175,573	224,195
17—Pontiac	171,301	209,536
18—Volare	167,091	210,125
19—Rabbit	166,839	23,017
20—Firebird	149,211	188,212
21—Horizon	146,740	118,993
22—Granada	141,737	219,026
23—Monza	141,564	158,127
24—LeSabre	129,554	190,414
25—Omni	124,378	89,497
26—XR-7	121,184	159,687
27—Aspen	117,777	157,308
28—Skylark	115,000	97,915
29—LeMans	114,993	125,020
30—Cutlass	114,092	113,286
31—LeBaron	99,588	125,558
32—Zephyr	99,335	120,781
33—Mercury	94,654	136,719
34—Capri	90,850	18,035
35—Sunbird	89,637	91,737
36—Electra	88,195	121,705
37—Chrysler	87,451	67,892
38—Concord	85,432	114,764
39—Phoenix	80,857	58,280
40—Eldorado	62,553	46,267
41—Century	62,210	74,813
42—Cordoba	61,801	105,442
43—Lincoln	60,797	97,009
44—Mark V/VI	56,888	75,731
45—Monarch	55,347	78,824
46—Spirit	54,356	24,412
47—Riviera	51,402	25,753
48—Omega	50,098	42,860
49—Toronado	46,845	28,039
50—Seville	45,317	55,721
51—Diplomat	45,131	60,656
52—Bobcat	44,674	30,201
53—Corvette	38,631	42,247
54—Club Wagon	31,094*	45,964
55—St. Regis	28,303	5,238
56—LTD II	26,700	138,947
57—Sportsman	24,917*	44,376
58—Mirada/ Magnum	24,784	48,326
59—Sportvan	24,594*	43,582
60—Skyhawk	18,768	22,221
61—Starfire	18,611	18,351
62—Eagle	14,101	
63—Versailles	13,586	15,747
64—Voyager	8,265*	13,895
65—Pacer	8,168	20,811
66—Cougar	3,955	35,251
67—Fury	2,681	60,378
68—Monaco	2,554	37,594
69—Gran Fury	746	980
TOTALS	8,315,622	9,307,998

*Passenger van sales are totals through Sept. 30, 1979

IMPORTED CAR SALES

	Dec., 1979	Same Month, 1978	Jan. 1 to Dec. 31, 1979	Same Period 1978
Alfa Romeo	269	294	4,011	6,237
Arrow	4,773	1,917	48,860	28,296
Audi	3,011	3,454	42,709	40,882
BMW	1,898	2,533	34,521	31,439
Capri				4,079
Challenger	1,026	1,151	14,166	17,649
Colt	4,675	3,164	62,705	44,570
Datsun	36,902	19,491	472,252	338,096
Fiat	2,459	3,296	58,934	60,435
Fiesta	5,276	4,335	78,109	76,145
Honda	25,779	18,581	353,291	274,876
Jaguar	271	489	3,746	4,628
Lancia	121	391	1,602	2,811
Mazda	13,906	6,516	156,533	75,309
Mercedes-Benz	3,727	4,087	52,819	46,695
MG	605	1,017	26,025	26,656
Opel		1,184	13,815	19,222
Peugeot	644	552	11,688	9,061
Porsche	820	1,090	13,818	17,018
Renault	1,036	1,024	18,862	15,387
Saab	984	1,364	15,142	15,662
Sapporo	720	854	12,322	12,777
Subaru	10,141	7,711	127,871	103,274
Toyota	43,928	22,530	507,816	441,800
Triumph	512	593	12,733	16,447
Volkswagen	4,749	12,392	125,100	216,283
Volvo	3,025	3,332	56,027	50,177
TOTAL	171,257	123,342	2,325,477	1,995,911

DOMESTIC CAR SALES

	Dec. 21 to Dec. 31, 1979	Same Period, 1978	December, 1979	Same Month, 1978	Jan. 1 to Dec. 31, 1979	Same Period, 1978
Spirit/Gremlin			4,207	2,198	54,356	24,412
Concord/Hornet			5,594	5,152	85,432	114,764
Pacer			480	851	8,168	20,811
Matador						9,471
AMX 1978						1,281
Eagle			4,000		14,101	
AMERICAN MOTORS*	5,400	2,594	14,281	8,201	162,057	170,739
Horizon	4,423	3,534	9,397	8,860	146,740	118,993
Volare	4,405	4,273	9,756	12,325	167,091	210,125
Voyager		330		817	8,265	13,895
Fury		240		789	2,681	60,378
Plymouth	148		450		746	980
Total Plymouth	8,976	8,377	19,603	22,791	325,523	404,371
LeBaron	2,603	4,026	6,371	10,443	99,588	125,558
Cordoba	1,803	2,268	5,655	6,217	61,801	105,442
Chrysler	1,872	2,398	3,914	6,002	87,451	67,892
Total Chrysler	6,278	8,692	15,940	22,662	248,840	298,892
Omni	3,534	2,885	7,772	7,252	124,378	89,497
Aspen	3,151	3,148	7,455	8,872	117,777	157,308
Sportsman		978		2,380	24,917	44,376
Diplomat	1,254	2,087	2,884	5,261	45,131	60,656
Monaco		200		601	2,554	37,594
Magnum/Charger	1,026	972	2,358	2,701	24,784	48,326
Dodge	460	464	1,022	1,337	28,303	5,238
Total Dodge	9,425	10,734	21,491	28,404	367,844	442,995
CHRYSLER CORP	24,679	27,803	57,034	73,857	942,207	1,146,258
Pinto	3,888	3,973	10,886	12,522	187,708	167,880
Mustang	6,226	6,734	18,187	21,821	304,053	199,760
Fairmont	7,443	6,986	22,388	23,904	338,819	405,780
Club Wagon		916		3,217	31,094	45,964
Granada	2,161	3,976	7,233	13,464	141,737	219,026
LTD II	231	1,291	658	4,636	26,700	138,947
Thunderbird	5,708	5,512	15,266	17,883	215,698	304,430
Ford	6,071	8,801	16,667	28,501	245,565	332,930
Ford Division	31,728	38,189	91,285	125,948	1,491,374	1,814,717
Bobcat	902	856	2,421	2,563	44,674	30,201
Zephyr	2,152	2,291	7,028	7,721	99,335	120,781
Monarch	1,064	1,612	3,398	4,948	55,347	78,824
Cougar		344		1,305	3,955	35,251
XR-7	2,666	3,43[illegible]	6,820	10,261	121,184	159,687
Capri	1,708	1,84[illegible]	5,384	5,774	90,850	18,035
Mercury	2,549	2,904	6,196	9,276	94,654	136,719
Total Mercury	11,051	13,278	31,247	41,848	509,999	579,498
Versailles	253	566	747	1,706	13,586	15,747
Lincoln	1,450	2,565	4,108	7,700	60,797	97,009
Mark V/VI	2,256	2,163	6,011	6,354	56,888	75,731
Total Lincoln	3,959	5,294	10,866	15,760	131,271	188,487
L-M Division	15,010	18,572	42,113	57,608	641,270	767,985
FORD MOTOR	46,738	56,761	133,398	183,556	2,132,644	2,582,702
Skyhawk	339	436	797	1,139	18,768	22,221
Skylark	4,000	1,585	[illegible]778	[illegible]243	115,000	97,915
Century	3,710	1,560	[illegible]400	4,370	62,210	74,813
Regal	5,082	6,930	1[illegible]62	18,505	249,379	248,543
LeSabre	3,534	4,[illegible]71	8,[illegible]83	12,955	129,554	190,414
Electra	3,320	3,300	6,702	9,279	88,195	121,705
Riviera	1,526	1,663	3,649	4,582	51,402	25,753
Buick Division	21,511	20,445	50,291	55,073	714,508	781,364
Seville	1,594	1,486	4,478	4,729	45,317	55,721
Cadillac	6,090	6,214	16,396	21,247	206,164	248,825
Eldorado	1,728	1,585	4,577	5,242	62,553	46,267
Cadillac Division	9,412	9,285	25,451	31,218	314,034	350,813
Chevette	9,409	6,745	2[illegible]282	18,618	375,724	247,088
Monza	3,040	3,039	8,344	10,838	141,564	158,127
Citation/Nova	10,001	2,620	30,048	12,959	308,437	248,214
Sportvan		671		2,569	24,594	43,582
Camaro	3,358	5,763	19,226	19,045	204,742	260,201
Malibu	7,304	6,047	21,924	25,124	344,233	374,124
Monte Carlo	5,814	4,872	15,722	19,411	265,877	355,058
Chevrolet	12,877	9,985	32,290	39,978	449,001	621,140
Corvette	885	874	2,687	3,131	38,631	42,247
Chevrolet Division	52,688	40,616	147,623	151,673	2,152,803	2,349,761
Starfire	259	381	878	1,298	18,611	18,351
Omega	864	649	4,863	1,916	50,098	42,860
Cutlass	3,080	2,319	12,404	7,549	114,092	113,286
Supreme	4,990	9,588	17,980	29,482	404,068	406,993
Oldsmobile 88	3,375	5,620	13,764	18,365	223,699	273,384
Oldsmobile 98	1,571	2,692	6,879	9,573	92,075	123,431
Toronado	891	1,199	3,364	3,921	46,845	28,039
Oldsmobile Division	15,030	22,448	60,132	72,104	949,488	1,006,344
Sunbird	1,494	2,079	5,814	5,763	89,107	91,737
Phoenix	1,478	1,129	8,060	2,795	80,857	58,280
Firebird	2,006	5,603	8,437	14,503	149,211	188,212
LeMans	1,760	4,035	7,395	9,788	114,993	125,020
Grand Prix	2,579	5,770	10,973	14,623	175,573	224,195
Pontiac	3,025	5,771	12,286	15,038	171,301	209,536
Pontiac Division	12,342	24,387	52,965	62,510	781,042	896,980
GENERAL MOTORS	110,983	117,181	336,462	372,578	4,911,875	5,385,282
VOLKSWAGEN	5,941	2,984	12,885	7,604	166,839	23,017
DOMESTIC TOTAL	193,741	207,323	554,060	645,796	8,315,622	9,307,998
IMPORT TOTAL			171,257	123,342	2,325,477	1,995,911
U. S. TOTAL			725,317	769,138	10,641,099	11,303,909

*—AMC does not issue a nameplate breakout for 10-day periods.
†—Estimate.

Industry's total is far below 1979

GM taking 73 pct. of auto output

By Marjorie Sorge
Staff Writer

Through the first 12 days of 1980, General Motors has captured almost three-fourths of the total year-to-date car output leaving the other makers with a decreasing portion of the total.

Ford has fallen below its usual share of the output because of extensive plant closings to cut high inventories. Chrysler, building strictly to dealer orders, has cut its usual 10-12 percent of production almost in half. American Motors and Volkswagen of America show only slight decreases from their usual 2 percent.

Of the total production so far this year of 201,387 units, GM has 73.44 percent; Ford 16.80 percent; Chrysler 6.57 percent; AMC, 1.89 percent; VWoA, 1.25 percent, and Checker, 0.05 percent.

The year-to-date figure is a drop of 40.98 percent from the 341,227 built in the equivalent 1979 period.

U. S. output last week plunged from year-ago figures as the sales slump kept the automotive industry off balance.

Scheduled production last week was 112,680 units, down 38.91 percent from the 184,460 built in the year-ago week. The figure is up 27.02 percent from the 88,707 assembled the previous week but that period was shortened to three days by the holiday recess.

• There were 16 plants down last week: GM Janesville and Fremont; Chrysler Newark and St. Louis; Ford Atlanta, Chicago Mahwah, Louisville Metuchen, St. Louis, Los Angeles and Wayne (all for two weeks) and Wixom, San Jose and Lorain (for one week), and VWoA Westmoreland.

All plants were down for inventory adjustment except, Chrysler Newark and St. Louis, closed for retooling, and GM Fremont, down to change the paint system to meet the California air requirements. VWoA Westmoreland was closed because of a lack of parts caused by a contract strike at its West Charleston stamping plant.

There will be 19 plants down this week: Ford Atlanta, Chicago, Louisville, Los Angeles, Mahwah, Metuchen, St. Louis and Wayne; Chrysler Lynch Rd., Newark and St. Louis and GM Pontiac (for two weeks), Cadillac, Fairfax, Leeds, South Gate and Fremont (for one week). GM will also close the Fisher Body plant in Pontiac for two weeks and Fisher Body Fleetwood in Detroit for one week.

Ford will also suspend car operations at its Dearborn and Kansas City plants beginning today (Jan. 14) for one week to balance inventories. Dearborn builds the Mustang and Capri; Kansas City assembles the Fairmont and Zephyr.

Chrysler's Newark and St. Louis points are down for retooling, resuming operations Jan. 21. GM's Fremont operation is down to change the paint system and will reopen Jan. 28.

VWoA said operations at its Westmoreland plant will resume when the strike is settled in West Charleston.

Three GM X-body plants were slated for Saturday overtime: Oklahoma City, Tarrytown and Willow Run.

Truck production slides 50 pct. from 1979 week

U. S. truck production continues to suffer drastically from sagging sales as output last week plummeted from year-ago figures.

Planned production last week was 40,130 units, down 50.68 percent from the 81,373 assembled in the year-ago week. The figure was up 41.32 percent from the 28,396 built in the previous week's holiday shortened period.

For the first 12 days of 1980, the truck makers completed 68,526 units, down 55.88 percent from the 155,321 assembled through Jan. 13, 1979.

Five plants were down last week to balance inventories: Ford Kansas City, Lorain and the adjoining Avon Lake facility and Chrysler Missouri and Warren. Volkswagen of America's Westmoreland operation was closed because of parts shortages caused by a strike at the West Charleston stamping plant. GM's Fremont plant is down to change paint systems. It reopens Jan. 28

International Harvester is still down because of a contract strike.

Down this week will be Chrysler Missouri and Warren; Ford Kansas City, Lorain and Avon Lake, and General Motors Lordstown (vans only).

Ford will halt light-truck production at its Norfolk (Va.) plant for one week and at San Jose and Twin Cities for two weeks beginning today (Jan. 14) to cut dealer inventories.

There was no overtime scheduled last week.

In last week's issue of Automotive News, the 1979 total for GMC was incorrect. According to GMC the actual figure should be 337,371. International Harvester was also able to report the actual figure for 1979 of 116,839.

These two figures bring the industry total for 1979 to 3,090,367.

Canadian output feeling effects of U.S. slump

Canadian car and truck production dropped below year-ago levels last week as the industry continued to slide because of the sales slump in the U. S.

According to industry observers, the sales market in Canada is strong but the slump in production comes from the sagging sales in the U. S.

Car production planned last week was 15,265, down 39.98 percent from the 25,433 built during the same 1979 week. The figure was up 22.01 percent from the 12,511 assembled the previous week, but that period was shortened to three days by the holiday recess.

Truck production scheduled last week was 10,817 units, down 26.82 percent from the 14,781 completed in the year-ago week but up 50.84 percent from the 7,171 built in the holiday-shortened previous week.

Ford closed its Oakville and St. Thomas plants last week for two weeks to cut inventories. They reopen Jan. 21. Oakville is also scheduled to be down the week of Jan. 28 for the same reason.

Chrysler's Pillette Rd. truck point has been down since the week of Dec. 17 and will not reopen until Jan. 28. The Windsor car plant is slated for downtime the week of Jan. 21. Both moves are to control dealer inventories.

General Motors will close its Oshawa plant the week of Jan. 28 to cut dealer inventories.

American Motors said it is still planning to eliminate the second shift at its Brampton plant beginning the last week in January. A company spokesman said the move is still pending.

U. S. CAR PRODUCTION

	Week Ended Jan. 12, 1980	Same Week 1979	Week Ended Jan. 5, 1980	Jan. to Date	Jan. 1 to Jan. 13, 1979	Jan. 1 to Jan. 12, 1980
AMERICAN MOTORS	3,800*			3,800*	3,616	3,800*
Gremlin						
Eagle						
Concord					2,136	
'78 AMX					200	
Pacer					320	
Matador						
Spirit					960	
CHRYSLER CORP.	7,560	19,479	5,673	13,233	39,028	13,233
Plymouth Total	3,500	5,763	2,428	5,928	12,877	5,928
Horizon	3,150	3,831	1,811	4,961	6,842	4,961
Volare		1,844	468	468	5,765	468
'80 Gran Fury	350		149	499		499
Caravelle		88			270	
Chrysler Total	800	5,912	521	1,321	10,820	1,321
Chrysler	800	2,425	521	1,321	4,370	1,321
LeBaron		3,487			6,450	
Dodge Total	3,260	7,804	2,724	5,984	15,331	5,984
Omni	2,860	2,918	1,861	4,721	5,448	4,721
St. Regis	400	1,631	702	702	2,794	702
Diplomat		1,929			3,014	
Aspen		1,326	561	561	4,075	561
FORD MOTOR	9,312	57,494	24,518	33,830	105,049	33,830
Ford Division	6,865	36,272	18,452	25,317	66,780	25,317
Pinto		2,906	2,262	2,262	5,280	2,262
Mustang II/Mustang	4,022	8,297	3,735	7,757	15,578	7,757
Fairmont	2,843	4,734	3,971	6,814	8,402	6,814
Granada		4,231	2,025	2,025	7,591	2,025
LTD II		967			1,879	
Thunderbird		6,048	3,603	3,603	11,366	3,603
Ford		9,089	2,856	2,856	16,684	2,856
L-M Division	2,447	21,222	6,066	8,513	38,269	8,513
Mercury Total	2,447	16,758	5,926	8,373	29,922	8,373
Bobcat		846	174	174	1,432	174
Capri	1,450	2,635	886	2,336	2,768	2,336
Zephyr	997	1,472	1,121	2,118	2,779	2,116
Monarch		2,346	715	715	4,167	715
Cougar/XR7		4,920	1,479	1,479	8,955	1,479
Mercury		4,539	1,551	1,551	8,321	1,551
Lincoln Total		4,464	140	140	8,347	140
Lincoln		2,111			3,955	
Versailles		626	140	140	1,157	140
Mark VI		1,727			3,235	
GENERAL MOTORS	91,908	105,439	55,985	147,893	189,134	147,893
Buick Division	18,280	15,802	9,297	27,577	28,581	27,577
Skyhawk		394			735	
Skylark/'79-'80	5,569		3,139	8,708		8,708
Century	2,909	1,102	1,270	4,179	1,997	4,179
Regal	3,471	5,943	1,699	5,170	10,378	5,170
Buick	5,040	6,795	2,418	7,458	13,058	7,458
Riviera	1,291	1,568	771	2,062	2,413	2,062
Cadillac Division	7,046	8,968	4,086	11,132	16,040	11,132
Seville	1,181	1,234	648	1,829	2,283	1,829
Cadillac	4,620	5,653	2,759	7,379	10,210	7,379
Eldorado	1,245	2,081	679	1,924	3,547	1,924
Chevrolet Division	34,670	45,406	24,453	59,123	81,040	59,123
Chevette	8,740	6,997	5,492	14,232	11,835	14,232
Monza	3,100	3,254	1,677	4,777	5,488	4,777
Camaro	2,440	6,361	1,182	3,622	11,900	3,622
Nova/Citation	6,935		6,478	15,413		15,413
Malibu	5,635	8,958	3,251	8,886	16,179	8,886
Monte Carlo	3,500	6,934	2,084	5,584	12,487	5,584
Chevrolet	1,320	11,909	3,689	5,009	21,357	5,009
Corvette	1,000	993	600	1,600	1,794	1,600
Oldsmobile Division	17,276	19,684	9,890	27,166	35,266	27,166
Starfire		340			699	
Omega/'79-'80	2,264		1,109	3,373		3,373
Cutlass	7,545	9,078	4,223	11,768	15,105	11,768
Oldsmobile	6,440	8,715	3,994	10,434	16,566	10,434
Toronado	1,027	1,551	564	1,591	2,896	1,591
Pontiac Division	14,636	15,579	8,259	22,895	28,207	22,895
Acadian†	460	318	89	549	532	549
Sunbird	2,644	1,658	1,617	4,261	3,179	4,261
Phoenix/'79-'80	2,619		1,831	4,450		4,450
Firebird	2,483	4,765	862	3,345	8,969	3,345
LeMans	1,635	2,174	758	2,393	4,142	2,393
Grand Prix	2,075	2,344	1,429	3,504	3,743	3,504
Pontiac	2,720	4,320	1,673	4,393	7,642	4,393
VOLKSWAGEN		1,933	2,531	2,531	4,212	2,531
CHECKER	100	115		100	188	100
Total Cars, U. S.	112,680	184,460	88,707	201,387	341,227	201,387

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 12, 1980	Same Week 1979	Week Ended Jan. 5, 1980	Jan. to Date	Jan. 1 to Jan. 13, 1979	Jan. 1 to Jan. 12, 1980
CHEVROLET	15,436	23,795	7,054	22,490	50,423	22,490
DODGE/PLYMOUTH	1,200	12,410	2,724	3,924	22,040	3,924
FORD	15,148	30,128	13,173	28,321	55,485	28,321
GMC	3,776	6,400	2,379	6,155	12,257	6,155
INTERNATIONAL		3,049			4,878	
MACK	620	759	339	959	1,143	959
WHITE	200	282	55	255	482	255
JEEP	2,500*	3,300*	1,500*	4,000*	5,940	4,000*
AM CORP.	450*	350*	272*	722*	873	722*
VOLKSWAGEN			360	360		360
MISCELLANEOUS	800	900*	540	1,340	1,800	1,340
Total Trucks, U. S.	40,130	81,373	28,396	68,526	155,321	68,526

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 12, 1980	Same Week 1979	Week Ended Jan. 5, 1980	Jan. to Date	Jan. 1 to Jan. 13, 1979	Jan. 1 to Jan. 12, 1980
CHRYSLER CORP.		1,956			3,315	
FORD MOTOR	3,424	4,905	2,623	6,047	8,786	6,047
GENERAL MOTORS	6,058	6,150	3,749	9,807	11,842	9,807
AMERICAN MOTORS	1,060	1,140	636	1,696	2,052	1,696
INTERNATIONAL	150	450	92	242	705	242
MACK	60	98	34	94	129	94
WHITE	65	82	37	102	136	102
Total Trucks, Canada	10,817	14,781	7,171	17,988	26,965	17,988
N. American Trucks	50,947	96,154	35,567	86,514	182,286	86,514

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.
**—Revised †—Now includes van production.

CANADIAN CAR PRODUCTION

	Week Ended Jan. 12, 1980	Same Week 1979	Week Ended Jan. 5, 1980	Jan. to Date	Jan. 1 to Jan. 13, 1979	Jan. 1 to Jan. 12, 1980
CHRYSLER CORP.	2,864	4,423	1,386	4,250	7,865	4,250
FORD MOTOR	384	7,622	3,866	4,250	13,567	4,250
GENERAL MOTORS	11,792	13,208	7,124	18,916	23,373	18,916
VOLVO	225	180	135	360	324	360
Total Cars, Canada	15,265	25,433	12,511	27,776	45,129	27,776
N. American Cars	127,945	209,893	101,218	229,163	386,356	229,163
N. American Trucks	50,947	96,154	35,567	86,514	182,286	86,514
North American Cars and Trucks	178,892	306,047	136,785	315,677	568,642	315,677

†—All Acadians are built for sale in Canada. *—Estimated.

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Detroit, January 21, 1980

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Ford's case hinges on nine points in Indiana Pinto trial

By Roger Rowand
Engineering Editor

WINAMAC, Ind. — When the evidence has been heard and seen in the Pinto case here, Ford's attorney James Neal will ask the jury to check how well Ford has done in establishing nine points.

If the defense scores well, Neal is convinced the company will be found innocent of the three counts of reckless homicide it is facing in trial here.

A look at those points give an indication of the direction Neal expects proceedings to take.

Impact of Pinto case: An all-new ball game for engineers. Page 48.

1. Indiana Route 33, where the fiery accident took the lives of three teenage girls, is badly designed with high curbs keeping a malfunctioning car from escaping.

2. The driver of the van which hit the death car at 50 MPH is not here in court. Open beer bottles and five grams of pot were found in the van by a trooper.

3. The 1973 Pinto met any fuel-system-integrity standard set by any government.

4. The '73 Pinto met fuel-integrity standards set by Ford Motor Co. and not met by any other manufacturer.

5. It is not proper to compare the Pinto with Cadillac or Mercedes.

6. Engineers who designed and built the Pinto bought the car and it was used by wives and families.

7. Information collected by NHTSA and the State of Washington show the Pinto with respect to fires in collisions performed as well as or better than other subcompacts.

8. Ford recalled the Pinto voluntarily and did everything possible as quickly as possible.

9. Given the size of the van that hit the death car and its speed, other subcompacts and even larger cars would suffer the same consequences the Pinto did.

• Neal said the jury will see films of 1972 Chevy vans rear-ending '73 Pintos and larger cars with resulting ruptured gas tanks on the cars.

Calling those who second-guess product development engineers the Howard Cosells of engineering, Neal said, "The engineer is the quarterback on the spot making decisions on the spot. We'll call them in one at a time. They'll tell you what they did and why they did it; what they knew and why they didn't do something, also.

"We'll let you eyeball them on the stand," Neal said.

He took some early swings at men expected to testify for the prosecution. Of Harley Copp, once a Ford vice president, he said, "He will tell you what Ford should have done while he was at Ford. We will tell you what he did while he was at Ford."

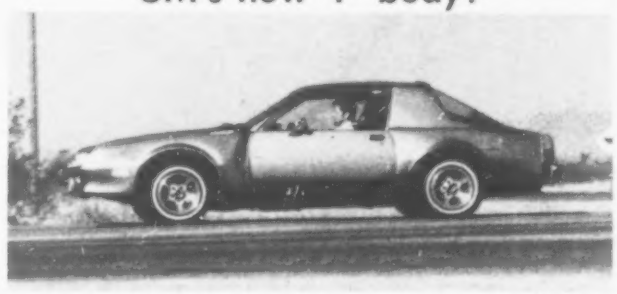
Of one professional expert witness, Byron Bloch a West Coast engineer, he said: "He makes his living finding defects. If he didn't find defects, he'd be out of a job."

• As the trial progresses, it is obvious the prosecution is outgunned in some respects.

For example, Ford has high-priced legal talent able to research issues deeply at high speed. It has a computer termi-

Continued on Page 48, Col. 3

GM's new 'F' body?



Jim Piegue

Mule may be early Camaro/Firebird design

Two identical General Motors prototypes are undergoing tests at GM's Desert Proving Ground, Mesa, Ariz. The car has been identified by some sources as a test bed for prototypes of the new F-body (Camaro, Firebird) replacement, due in the '82 model year. Test mule has Skylark rear end and hinged wraparound glass. Styling cues of front end hint at Camaro/Firebird lineage.

Jim Piegue

Build in U. S. or face trade block, Fraser tells Japanese

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Saying he was sick of promises, promises and more promises but no action, United Auto Workers President Douglas Fraser warned Japanese automakers last week to begin building cars here or face stiff U.S. trade restrictions.

Speaking before the union's National Community Action program conference here the powerful labor leader said his union will push legislation this year requiring that a substantial content of high-volume auto models sold in the U.S. be produced here.

"We're going to take the gloves off," Fraser said.

"With the current slump in U.S. auto sales, we've got 200,000 UAW members laid off, while in the meantime 22 percent of the market has been taken over by imports.

"The Japanese, with 67 percent of the 2,329,500 imported cars sold here in 1979, are not just exporting cars to the U.S.," Fraser said, "They are exporting unemployment."

A spokesman for the union said the UAW proposal had been sent to the trade committees of both the House and the Senate and that members had already expressed interest in the concept.

He said the union would work with those representatives to draft the appropriate legislation and hoped to have the work done by the beginning of February.

Fraser said the imposition of export restraints, while not something the union relishes, would prevent Japanese automakers from flooding the U.S. market while the domestics

Continued on Page 43, Col. 1

U. S. promises to help solve industry problems

Goldschmidt calls off auto cold war

Speaking in Detroit last week, Transportation Secretary Neil Goldschmidt promised a thaw in the cold war between the auto industry and the U.S. government.

The Carter Administration wants to improve relations with the industry and to offer it assistance in solving its current difficulties, he told the Economic Club of Detroit.

The "reinvent-the-auto" campaign launched by his predecessor, Brock Adams, is dead, Goldschmidt said.

With a number of top auto executives in the audience, Goldschmidt said the Administration is starting a study to pump new life into "an American industrial base that has reached the cycle of maturity."

That maturity, he said, along with energy goals, investment needs and competitive requirements means America must rearm with "a retooled economy of production."

• He said that President Carter is concerned by auto makers' red ink, massive layoffs, plant closings and dealership failures. (Earlier in the week, Mr. Carter met with William C. Doenges, president of NADA.)

Several key areas are important for the re-tooling of America, Goldschmidt said. He mentioned enforcing the provisions of the Multilateral Trade Negotiations to insure free access to overseas markets, re-examination of capital formation and depreciation allowances, a review of antitrust and federal procurement policies and a "look at public infrastructure investments that would allow industry to operate more efficiently and thus more competitively."

While Goldschmidt's speech mentioned cooperation between industry and government, it stopped short of specific actions to aid the auto industry.

He announced, however, that he would lead a nine-month study of the auto industry and the industrial network that supports it.

He said there would be no easing of safety and environmental regulations, but he added that he felt the study would not lead to additional regulation.

• Following his talk, Goldschmidt told Automotive News that his message should not be interpreted as formation of "America, Inc." to compete with the industry/government liaison commonly known as "Japan, Inc."

He said the relationship between Washington and Detroit will be "a loose confederation of basic research."

Goldschmidt also spoke of the need to conserve energy. He called energy the "single most compelling instrument of policy, both foreign and domestic."

He said there is "no sense" building new energy-producing plants the U.S. doesn't need.

"Capital costs will be exorbitant if we do not conserve," he said.

Goldschmidt met briefly before and after the luncheon meeting with top officials of American Motors, Ford Motor Co. and General Motors.

No Chrysler executives talked with him, but he is scheduled to meet this week with Chrysler Chairman Lee A. Iacocca.

Goldschmidt is a nonvoting member of the federal board which will oversee the federal loan guarantee program for Chrysler.

breaking news

Chrysler moves to kill FTC subpena

WASHINGTON.—Chrysler Corp. has moved to quash the subpena issued it by the Federal Trade Commission in its omnibus auto industry investigation. Despite modifications made in the July, 1978, subpena as late as Jan. 8, Chrysler has now joined its domestic brethren and Volkswagen in charging that the broad FTC resolution breaches their constitutional rights and exceeds FTC's own authority.

Chrysler's Terry to retire early

DETROIT. — Sydney L. Terry, Chrysler Corp. public responsibility and consumer affairs vice president, is taking early retirement Jan. 28. Terry, 59, joined Chrysler in 1941.

Kjellberg joins DeLorean

NEW YORK.—Jonas Kjellberg has joined DeLorean Motor Co. as vice president for international sales and market-

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Jan. 1-10 total down, but not by much

New-car sales cheer industry

By Jenny L. King
Staff Writer

Domestic new-car sales pushed off the New Year to a promising start, with the early January total just 5.97 percent behind the comparable period for 1979, which was the crest of a strong selling wave.

Jan. 1-10 sales reached 160,000, down from 170,151.

Once again the small-car makers reaped the benefits of an energy-conscious market. Both Volkswagen of America and American Motors had sales increases. General Motors came within one percent of matching last year's sales, and two of its divisions, Buick and Oldsmobile, set records for the period.

Domestic sales

	Jan. 1-10, 1980	Jan. 1-10 1979
AMERICAN MOTORS	4,000	2,500†
Chrysler	3,941	5,766
Plymouth	5,228	6,400
Dodge	6,289	7,486
CHRYSLER CORP.	15,458	19,652
Ford	25,814	32,490
Mercury	9,058	10,071
Lincoln	2,399	3,261
FORD MOTOR	37,271	45,822
Buick	17,911	14,336
Cadillac	7,243	7,651
Chevrolet	32,907	43,730
Oldsmobile	24,532	21,419
Pontiac	16,290	12,361
GENERAL MOTORS	98,883	99,497
VOLKSWAGEN OF AMERICA	4,388	2,680
INDUSTRY TOTAL	160,000	170,151

† Estimate

GM sales totaled 98,883, down 0.62 percent from 99,497. VWoA reported sales of 4,388 U.S.-built Rabbits, up 63.73 percent from 2,680. Sales of AMC passenger cars were estimated at 4,000, up 60.00 percent from 2,500.

In contrast, Ford Motor Co. and Chrysler Corp. continued along their 1979 paths of sales declines. Ford sales were down 18.66 percent, to 37,271 from 45,822, while Chrysler reported a sales drop of 21.34 percent, to 15,458 from 19,652.

GM again topped 60-percent penetration, earning 61.80 percent, up from 58.48 percent. Ford's share dropped to 23.30 percent from 26.93 percent. Chrysler sales accounted for 9.66 percent, down from 11.55 percent. VWoA climbed to 2.74 percent from 1.57 percent, and AMC earned 2.50 percent, up from 1.47 percent.

Sales increases at Buick, Oldsmobile and Pontiac paced GM and made up for drops at Chevrolet and Cadillac. Buick sales were up 24.94 percent to a record 17,911 from 14,336. Oldsmobile sales climbed 14.53 percent to a record 24,532 from 21,419. Pontiac reported sales of 16,290, up 31.79 percent from 12,361 and featuring record sales for Sunbird and Phoenix.

Cadillac's redesigned Seville set a sales record in early January. The division's total was down 5.33 percent, to 7,243 from 7,651. Chevrolet reported a sales drop of 24.75 percent, to 32,907 from 43,730.

At Chrysler Corp., Plymouth sales were down 18.31 percent, Chrysler was down 31.65 percent and Dodge was off 15.99 percent.

Ford Division sales declined 20.55 percent, Lincoln sales were off 26.43 percent and Mercury sales slipped 10.06 percent in early January.

The best-selling nameplates were headed by Oldsmobile Cutlass Supreme at 7,773. Second place went to Chevrolet Chevette at 7,057, followed by Ford Fairmont at 6,788, Chevrolet Citation at 6,532 and full-size Chevrolet at 6,155.

With eight selling days both this year and last, the daily selling rate of 20,000 was down 5.97 percent from 21,269.